

**Minutes of Strategic Planning Session of the Common Council of the
Town of Clarkdale
Held on Tuesday, February 16, 2021 at 9:00 A.M.**

A Special Meeting of the Common Council of the Town of Clarkdale was held on Tuesday, February 16, 2021, at 9:00 A.M. via Zoom Video Conference.

CALL TO ORDER – Meeting was called to order at 9:04 A.M. by Mayor Prud'homme-Bauer.

Town Council:

Mayor Robyn Prud'homme-Bauer
Vice Mayor Debbie Hunseder
Councilmember Bill Regner
Councilmember Marney Babbitt-Pierce
Councilmember Lisa O'Neill

Town Staff:

Town Manager Tracie Hlavinka
Utilities/Public Works Director Maher Hazine
Police Chief Randy Taylor
Interim Finance Director Rob Sweeney
Community Services Manager Joni Westcott
Community Development Director Ruth Mayday
Human Resources Manager Annie Oddonetto
Town Clerk Mary Ellen Dunn

NEW BUSINESS

STRATEGIC PLANNING WORKSESSION – The Town Council, Town Manager and Department Heads will engage in their annual Strategic Planning Session, which will include updates on prior goals and objectives, discussion of key current issues facing the Town, and prioritization of goals for the next two years.

Town Manager Hlavinka opened the meeting with welcome and introductions. The Council's first task presented was the development/creation/retention of a Mission Statement and Vision for Clarkdale.

Mission Statement Options (based on Council Member Babbitt-Pierce's advice that mission statements should include three elements: purpose, action, and impact, the Council suggested the following Mission Statements):

- 1) The Town of Clarkdale honors its history while we strive to build a sustainable future for an equitable and thriving community.

- 2) The Town of Clarkdale, while honoring its history, strives to build a sustainable future for an equitable and thriving community.
- 3) While honoring our history, the Town of Clarkdale strives to build a sustainable future for an equitable and thriving community.
- 4) While embracing our history, the Town of Clarkdale strives to build a sustainable future for an equitable and thriving community.

Council Member O'Neill stated preference that the Mission Statement stand alone and also felt that it was important to include reference to fairness and unbiased service.

- Vision Statement Options:

- 1) A town with an emerging urban vibrancy, guided by its rural small town sense of community, unique history, and commitment to sustainable practices.
- 2) Live, work and play in Clarkdale, creating a town that makes sense.
- 3) Live, work, and play in Clarkdale, designing a town that makes sense.
- 4) Clarkdale, a place that makes sense to live, work, and play.

(Following a short break, Mayor Prud'homme-Bauer reconvened the meeting at 10:20 a.m.)

It was decided by Council to leave the statement options to the end of the meeting to get a better feel for what fit with Council's goals and objectives.

Town Manager Hlavinka resumed her presentation by citing the accomplishments over the past year. These achievements are listed in the attached PowerPoint presentation and presented by the following department representatives:

Administration – Tracie Hlavinka
Community Development – Ruth Mayday
Human Resources – Annie Oddonetto
Parks and Recreation – Joni Westcott
Public Works – Maher Hazine
Finance – Rob Sweeney
Police – Randy Taylor

(Following a lunch recess, the Mayor reconvened the meeting at 12:45 p.m.)

Town Manager Hlavinka continued the presentation with a discussion of the Council's goals and opportunities for the upcoming years. The additions to the Work Plan are included in the attached PowerPoint presentation. The following comments were offered by Council.

GOAL 1: Enhance the quality of life for Clarkdale residents. (Items a, b, and c proposed by staff)

- a) Phoenix Cement Plant Road improvements:
 - Council agreed with Community Development Director Mayday that it would be a great time to discuss the development of a cooperative project with Yavapai-Apache Nation and other entities for extending Cement Plant Road back to the Industrial Park. Hlavinka noted that collaboration with the Nation would be timely for all parties and partners as federal funding would be forthcoming from COVID funds to the Tribes for infrastructure.
 - Some discussion occurred regarding safety measures such as bike/pedestrian paths along Cement Plant Road. Town Engineer/Public Works Director Hazine stated that the return would be small for a large investment in that area. Council Member Regner would like that to be part of a long-range plan.
- b) Creation of a 2021-2026 Capital Improvement Plan (possible projects to be considered):
 - Broadband
 - Selna-Mongini Park
 - Website
 - Major equipment replacement cycle, i.e., fleet, park playground equipment
 - Telephone/communications systems software
 - Plans for Cement Plant Road safety measures stated in Part (a) above
 - Connectivity between Clarkdale and Foothills
 - Replacement of Bitter Creek Bridge or additional bridge
 - Extension of 10th Street to Downtown area
 - Parking
- c) Exploring opportunities for a new Town website.

Some discussion followed regarding wording of the Clarkdale Downtown Business Alliance meetings and attendance by staff to be amended to say, "attend CDBA [meetings] to address support of shared marketing and events."

Further discussion including staff additions to Work Plan for future projects, i.e., "Provide written scope and recommendations for Town Council consideration to engage a detailed Impact Fee Study" – there may be future opportunities to have these studies work to our advantage.

Another item to be added to the first goal referenced suggestions for resolutions for the League of Arizona Cities and Towns consideration for the next legislative session. Hlavinka noted that we would like to develop a process to address these types of suggestions and responses to requests for support in a more timely manner. Often the requests for support are given with only days to spare, not enough time to include on an agenda for Council action. Council agreed that this should be an agenda item for a future meeting.

Council agreed with addition of the above items to the new Work Plan as well as Items (a), (b), and (c).

GOAL 2. Continue leadership roles in collaborative efforts in the region and state. (Items a, b, and c proposed by staff.)

- a) Joint meeting with Town Council and Yavapai-Apache Council to discuss common goals.
- b) Enhance innovative Police/Spectrum co-response program.
- c) Develop and implement a Regional Mobile Field Force with Yavapai County agencies to respond to civil unrest.

Discussion followed regarding Goal 2 (E) of Work Plan – Continue efforts to partner with the Verde Canyon Railroad. It was agreed this item should be moved to a different section of the Work Plan, i.e., the marketing section. It was agreed that the item would be moved to Goal 6.

Council supported the balance of the items in Goal 2 along with Items (a), (b), and (c).

GOAL 3: Recognize and preserve Clarkdale's history. (Items a and b proposed by staff.)

- a) Apply for the Certified Local Government designation.
- b) Include Town complex facilities in the Capital Improvement Plan to provide necessary maintenance and renovation.

Council Member Regner would like to add an additional item that the Town to assist the Clarkdale Historical Society and Museum by letting that organization store and display

some of their historic items and artifacts in our facility and explore additional cooperative efforts. Discussion followed that this request by the Museum has already been brought to the Design Review Board and their decision might be considered to be misconstrued as Council direction influencing that decision. Council felt that the item was already contained within other parts of the Work Plan (Goal 3 (B)(2)).

Council agreed with Goals 3 and additions of (a) and (b) above.

Mayor Prud'homme-Bauer moved to a short break and reconvened at 2:34 p.m.

GOAL 4: Maintain a quality workplace for employees. (Items a, b, and c proposed by staff.)

- a) Identify additional opportunities for staff recreation and appreciation.
- b) Research alternate communication options to address remote workforce and field staff.
- c) Implement a paperless timekeeping system for better documentation.

Council agreed that Items (a), (b), and (c) should be added as additions to the new Work Plan. Council would like to add an additional statement to Goal 4 (B)(5) that discusses continued community engagement by our Police Department. Town Manager and Chief Taylor will wordsmith that item for inclusion.

Mayor Prud'homme-Bauer stated that she would like to see a goal added to the Work Plan encouraging Council engagement and attendance at Town events. Council discussion followed. Should be crafted to respect individual Council members' time and availability. Hlavinka noted that staff will bring that back to Council in a work session as a goal to be added to the Work Plan.

GOAL 5: Maintain transparency. (Items a, b, and c proposed by staff.)

- a) Update Zoning Code regarding business licenses to reflect current A.R.S.
- b) Update the Financial Operations Guide for uniformed requirements regarding cash management disbursement.
- c) Update the Town Procurement Policy to include best practices.

Vice Mayor Hunseder asked about online forms consistency. Hlavinka stated that a new website will assist us with that issue and other types of public notice, i.e., agendas, Small Talk, etc.

(STAFF NOTE: For ADA compliance, sans-serif fonts should be used for the vision impaired.)

Discussion followed regarding new social media best practices for Council. The Mayor noted that new legislation is coming up which would prevent from Council Members from creating social media postings.

Council agreed to Items (a), (b), and (c) should be included in new Work Plan.

GOAL 6: Enhance marketing, communication and economic development for Clarkdale. (Items a, b, and c proposed by staff.)

- a) Implement the Downtown Parking Study in the Downtown area.
- b) Partner with APS and Arizona Highways to bring attention to Clarkdale.
- c) Work with the Verde Canyon Railroad to promote and market events at the train and the town.

Council approved adding Items (a), (b), and (c) to the new Work Plan.

Council Member Regner asked if identifying long- and short-term rentals in Clarkdale and inquiring about TPT tax collection from them. Discussion followed about how that could be tracked. This will be an appropriate item for further research and addition to the "Future items" portion of the Work Plan.

Council Member Babbitt-Pierce stated that there is a movement, especially among millennials, that moves away from social media and toward newsletters. She believes that this could be related to or be in addition to Goal 6 (A)(1). Hlavinka noted that this will be an asset to our community that a new website would benefit the Town.

Hlavinka noted that in Goal 6(C)(2) will be coming off.

GOAL 7: Strive to meet sustainable development which includes social equality, environmental protection, conservation of natural resources and stable economic growth. (This item is proposed by staff in its entirety.)

- a) Conduct a Reclaim Water Feasibility Study to assist with finding a suitable user and reduce the use of potable water.
- b) Work with Friends of the Verde River to find solutions to River Friendly Living.
- c) Utilize the Verde Valley Housing data to address affordable housing.

Hlavinka asked Council if they would like Goal 7 as a new goal or would they like to incorporate the objectives under Goal 7 into relevant areas of the new Work Plan.

The Mayor noted that the results of the survey and study by Elliott Pollack Company should be available by April.

Council Member Regner recommended an additional goal of "Position Clarkdale as a stakeholder in efforts to identify and secure additional sources of water." Mayor Prud'homme-Bauer noted that this goal could be incorporated into Goal 2(A).

Public Works Director Hazine cautioned that the method of storm water capturing may have legal ramifications regarding surface water rights.

Council agreed that the goals could be incorporated into other relevant sections of the Work Plan with the central theme of sustainability.

Hlavinka returned to the Mission Statement and Vision for Council comments and recommendations. The Guiding Principles will remain the same.


Council Member Babbitt-Pierce requested that the Guiding Principles, Mission Statement and Vision be added to a work session on a future agenda and Council agreed to come back and discuss these items. Mayor Prud'homme-Bauer requested that everyone come prepared at the work session.

ADJOURNMENT Without objection Mayor Prud'homme-Bauer adjourned the meeting at 4:22 P.M.

APPROVED:


Robyn Prud'homme-Bauer, Mayor

ATTESTED/SUBMITTED:


Mary Ellen Dunn, Town Clerk
A. O'ddonetto on behalf of